



# THE FUTURE OF BUSINESS

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*"Connecting AAPI Entrepreneurs and Business Community with Federal Resources and Opportunities"*

## Government Procurement Tools, Resources and Opportunities October 1st, 2pm EDT

For live caption, go to meeting controls and  
select more options to turn on live caption.

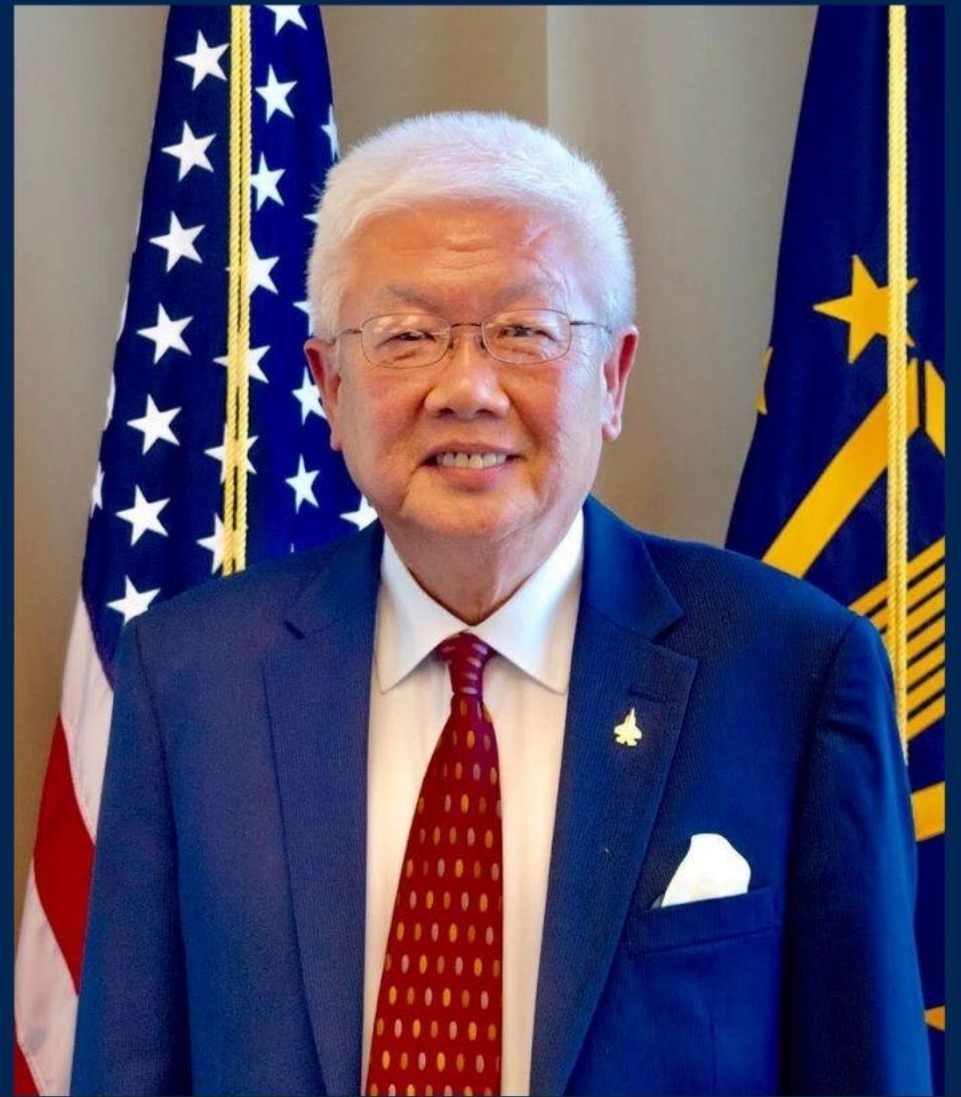
# BRIEF WELCOME



**Tina Wei Smith**  
Executive Director  
White House Initiative on AAPIs



White House Initiative on  
Asian Americans and Pacific Islanders



**Dr. Paul Hsu**

**Chair  
PAC-AAPI**



**White House Initiative on  
Asian Americans and Pacific Islanders**



# SPECIAL REMARKS

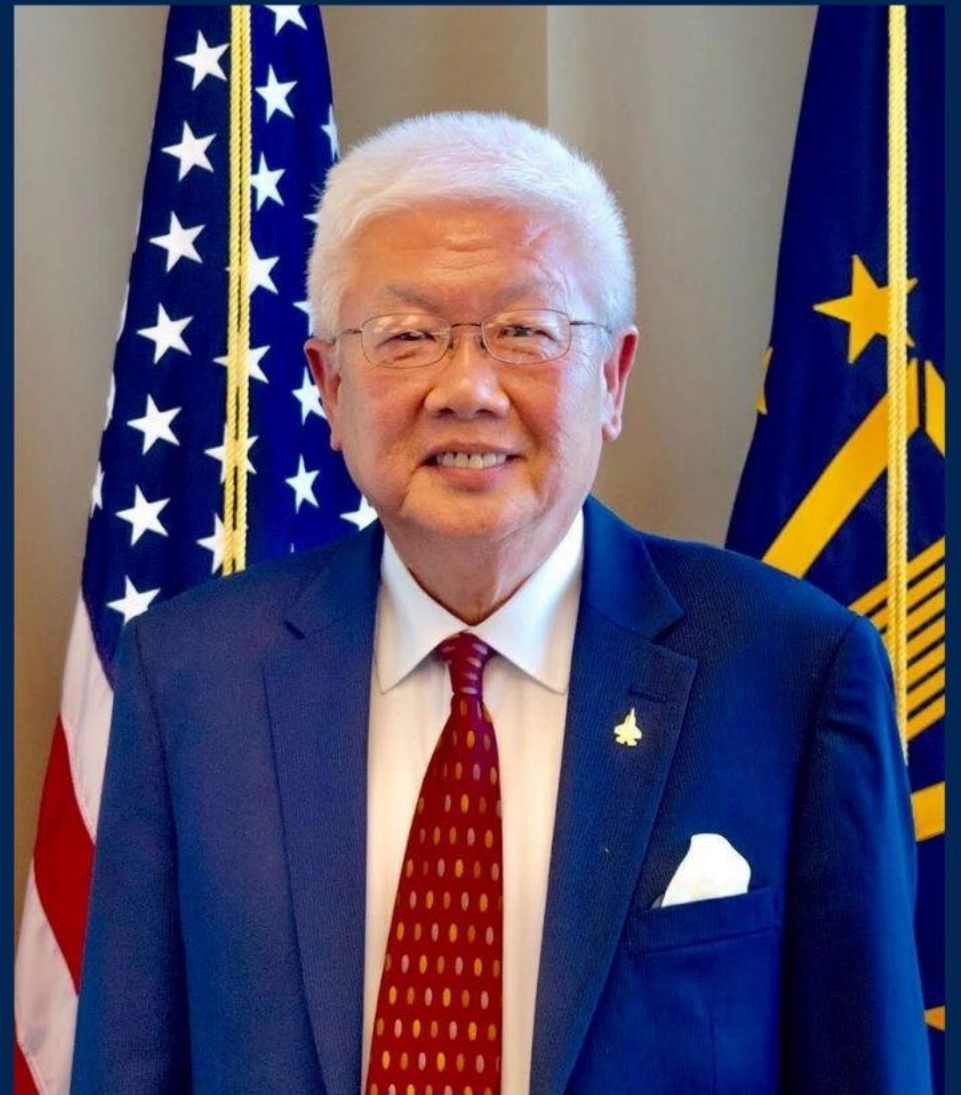


Secretary Elaine L. Chao  
Co-Chair of  
WHIAAPI & PAC-AAPI



White House Initiative on  
Asian Americans and Pacific Islanders

# SPECIAL REMARKS



Dr. Paul Hsu

Chair  
PAC-AAPI



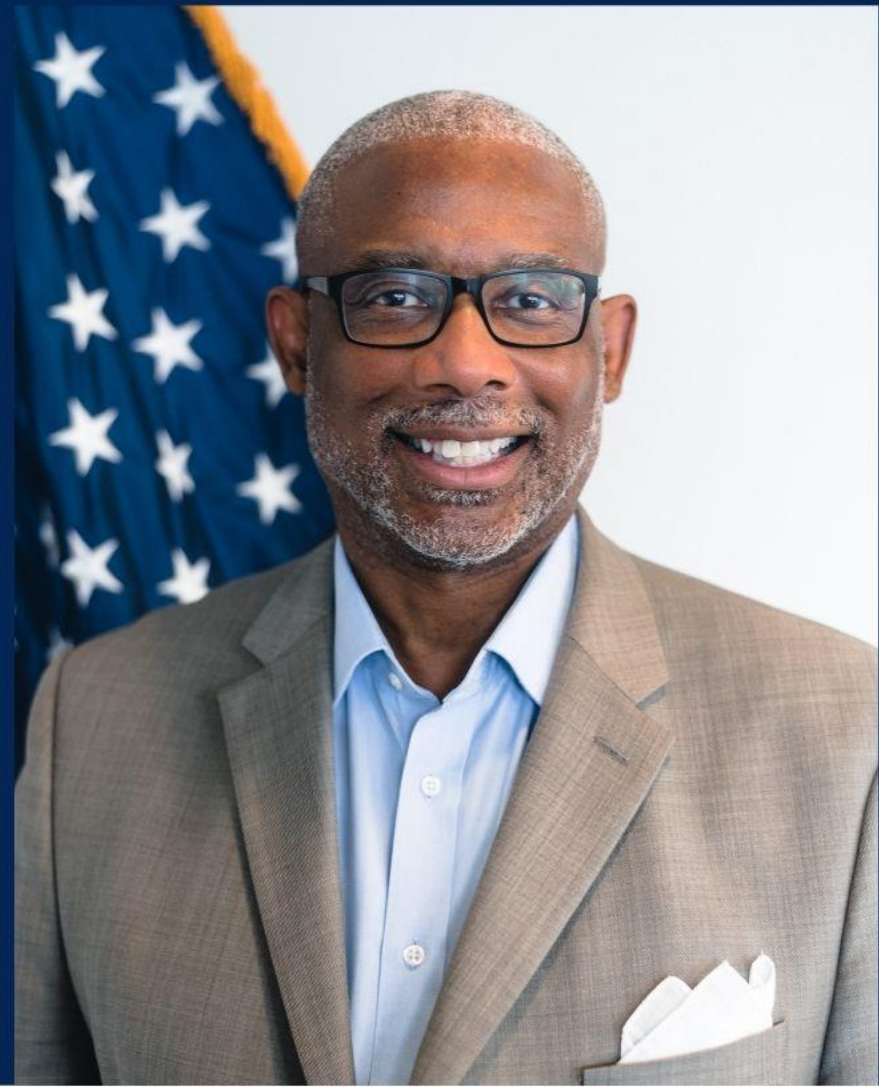
White House Initiative on  
Asian Americans and Pacific Islanders

# WELCOME & INTRODUCTION OF PANEL EXPERTS



White House Initiative on  
Asian Americans and Pacific Islanders





**Willis Morris**

**Acting Assistant Secretary for Administration and  
U.S. Department of Transportation  
Office of Small and Disadvantaged Business Utilization Director**



**White House Initiative on  
Asian Americans and Pacific Islanders**



# LaJuene Desmukes

U.S. Department of Commerce

Office of Small and Disadvantaged Business Utilization Director





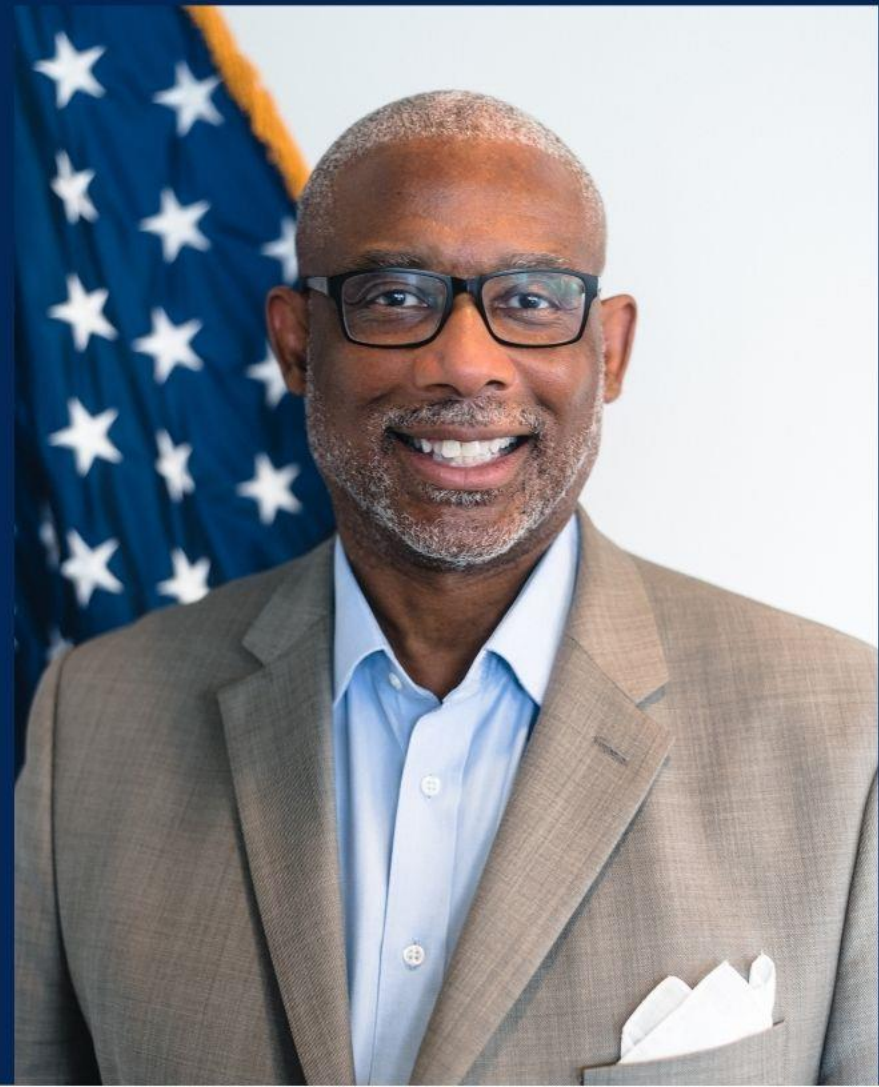


**Ben Raju**

**U.S. Small Business Administration  
Los Angeles District Office Director**



**White House Initiative on  
Asian Americans and Pacific Islanders**



**Willis Morris**

**Acting Assistant Secretary for Administration and  
U.S. Department of Transportation  
Office of Small and Disadvantaged Business Utilization Director**



**White House Initiative on  
Asian Americans and Pacific Islanders**



**U.S. Department of Transportation**  
Office of Small and Disadvantaged Business Utilization

# DOT SMALL BUSINESS PROGRAM

Willis Morris  
Director  
October 1, 2020





**U.S. Department of Transportation**  
Office of Small and Disadvantaged Business Utilization

## **OSDBU MISSION**

The United States Department of Transportation (USDOT), Office of Small and Disadvantaged Business Utilization's (OSDBU) mission is to ensure Small Business policies and goals of the Secretary of Transportation are implemented in a fair, efficient and effective manner.



**U.S. Department of Transportation**  
Office of Small and Disadvantaged Business Utilization

## **DOT OPERATING ADMINISTRATIONS**

- Office of the Secretary
- Federal Aviation Administration
- Federal Highway Administration
- National Highway Traffic Safety Administration
- Federal Railroad Administration
- Federal Transit Administration
- Maritime Administration
- Federal Motor Carrier Safety Administration
- Pipeline Hazardous Materials Safety Administration
- Saint Lawrence Seaway Development Corporation





**U.S. Department of Transportation**  
Office of Small and Disadvantaged Business Utilization

## **Office of Small and Disadvantaged Business Utilization (OSDBU)**

- ▶ **Procurement Assistance Division**
- ▶ **Regional Assistance Division**
  - **Small Business Transportation Resource Centers (SBTRC)**
  - **Bonding Education Program**





**U.S. Department of Transportation**  
Office of Small and Disadvantaged Business Utilization

## SMALL BUSINESS CERTIFICATIONS

- Woman Owned Small Business
  - At least 51% owned and controlled by women
  - New certification process through SBA's [certify.sba.gov](https://certify.sba.gov)
- Economically Disadvantaged WOSB
  - Same requirements as WOSB cert, also show owners are economically disadvantaged based on SBA regs, i.e. Personal Net Worth less than \$750,000
- 8(a) program
  - Owned by socially and economically disadvantaged individuals or entities
  - Government limits competition for certain contracts to 8(a) firms
- HUBZone program
  - Have its principal office located in a [HUBZone](#)
  - Have at least 35 percent of its employees live in a HUBZone



**U.S. Department of Transportation**  
Office of Small and Disadvantaged Business Utilization

## **DISADVANTAGED BUSINESS ENTERPRISE (DBE) PROGRAM**

- Primary goal is to level the playing field by providing small businesses owned and controlled by socially and economically disadvantaged individuals a fair opportunity to compete for federally funded transportation contracts.
- DOT provides funding to state DOTs, transit agencies, and airport authorities to improve the Nation's transportation infrastructure
- Participating DOT Operating Administrations
  - Federal Highway Administration
  - Federal Transit Administration
  - Federal Aviation Administration





**U.S. Department of Transportation**  
Office of Small and Disadvantaged Business Utilization

## **FY19 SMALL BUSINESS GOALS AND ACHIEVEMENTS**

<b>Socioeconomic Category (source: beta.sam.gov)</b>	<b>Goal</b>	<b>Achievement</b>	<b>Total Small Business Awards*</b>	<b>Asian American Pacific Islander Awards</b>	<b>Asian American Pacific Islander (Percentage)</b>
<b>Small Business (SB)</b>	<b>31.73%</b>	<b>37.12%</b>	<b>\$2.4 B</b>	<b>\$378.4 M</b>	<b>5.65%</b>
<b>Woman-Owned Small Business (WOSB)</b>	<b>5%</b>	<b>10.00%</b>	<b>\$640.1 M</b>	<b>\$51.9 M</b>	<b>0.78%</b>
<b>Small Disadvantaged Business (SDB)</b>	<b>5%</b>	<b>20.39%</b>	<b>\$1.3 B</b>	<b>\$109.4 M</b>	<b>1.63%</b>
<b>Service Disabled Veteran-Owned Small Business (SDVOSB)</b>	<b>3%</b>	<b>4.13%</b>	<b>\$264.7 M</b>	<b>\$4.6 M</b>	<b>0.02%</b>
<b>HubZone</b>	<b>3%</b>	<b>2.97%</b>	<b>\$190.0 M</b>	<b>\$1.0 M</b>	<b>0.07%</b>

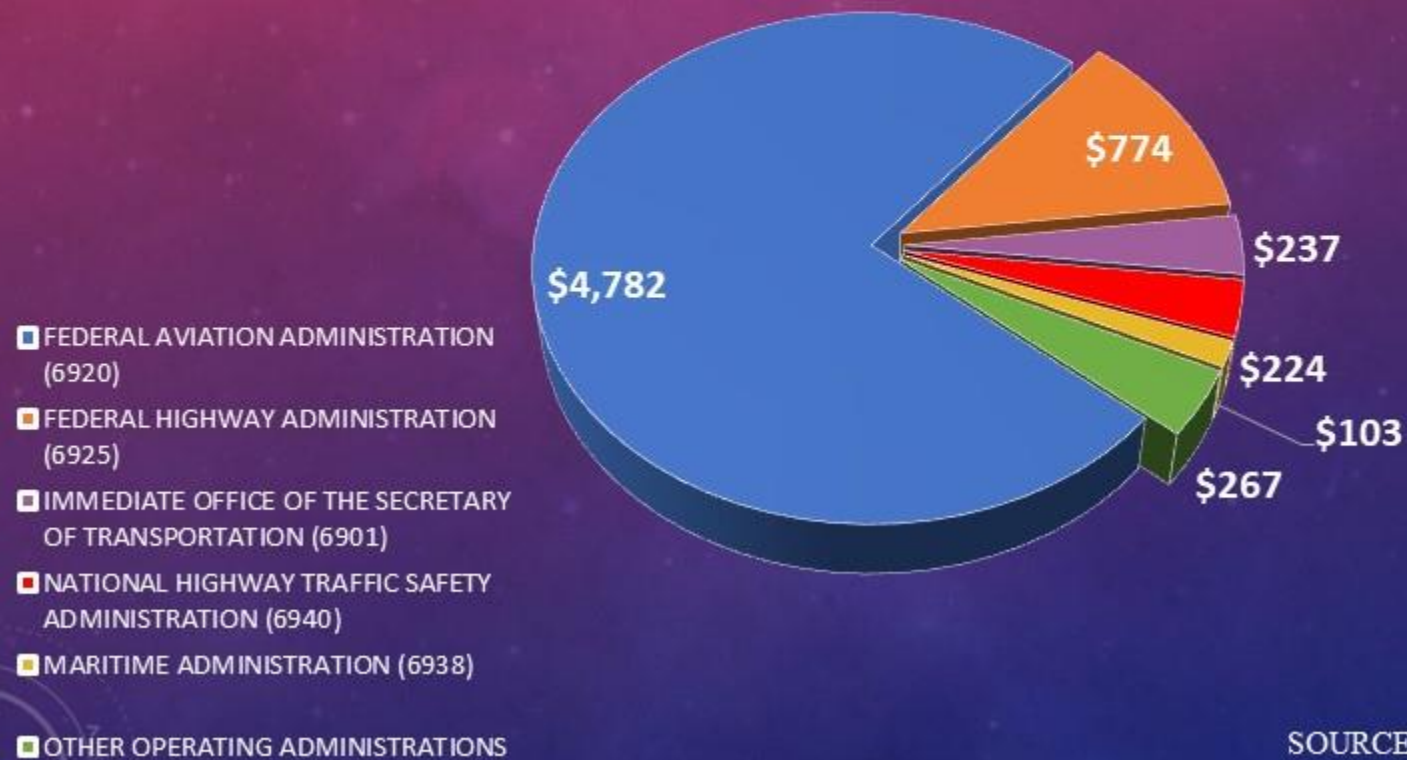




**U.S. Department of Transportation**  
Office of Small and Disadvantaged Business Utilization

## FY2019 DOT SPEND BY OPERATING ADMINISTRATION

(millions)

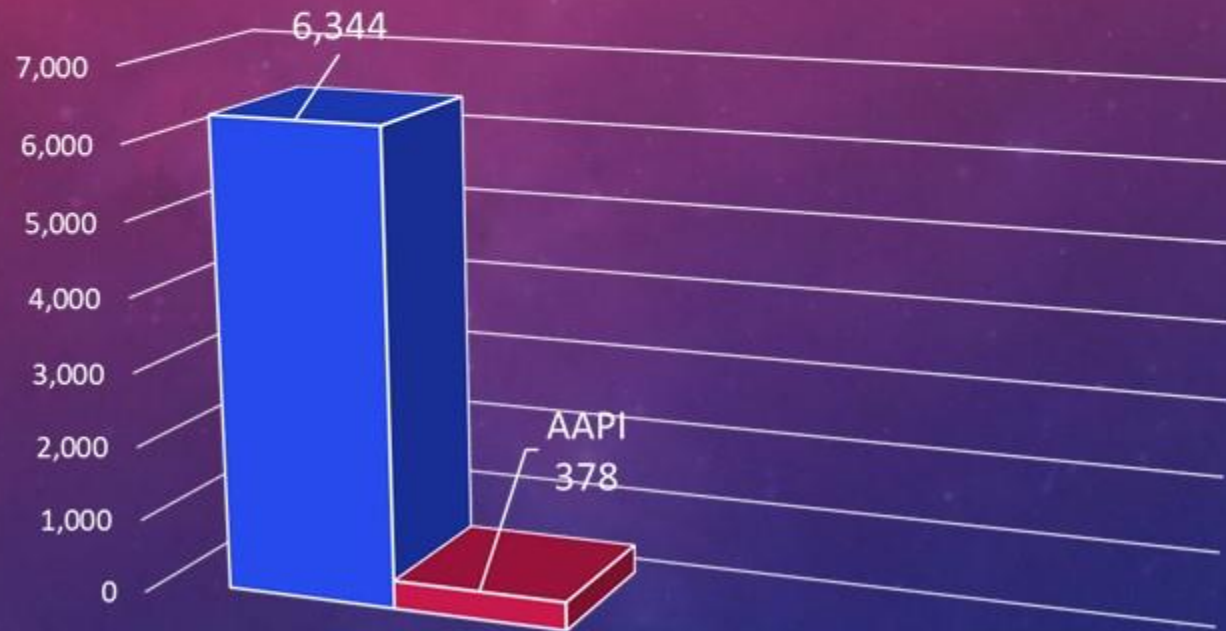


SOURCE: BETA.SAM.GOV



**U.S. Department of Transportation**  
Office of Small and Disadvantaged Business Utilization

## FY2019 DOT SPEND (AAPI awards) (millions)



SOURCE: BETA.SAM.GOV



**U.S. Department of Transportation**  
Office of Small and Disadvantaged Business Utilization

## FY19 Top NAICS Codes – AAPI Awards

6 digit NAICS Code (Description)	Total Dollars
541330 ENGINEERING SERVICES	\$ 107,968,669
541513 COMPUTER FACILITIES MANAGEMENT SERVICES	\$ 50,061,631
541511 CUSTOM COMPUTER PROGRAMMING SERVICES	\$ 45,043,015
541611 ADMINISTRATIVE MANAGEMENT AND GENERAL MANAGEMENT CONSULTING SERVICES	\$ 29,402,500
561612 SECURITY GUARDS AND PATROL SERVICES	\$ 25,387,753
541512 COMPUTER SYSTEMS DESIGN SERVICES	\$ 24,683,606
237310 HIGHWAY, STREET, AND BRIDGE CONSTRUCTION	\$ 17,487,995
236220 COMMERCIAL AND INSTITUTIONAL BUILDING CONSTRUCTION	\$ 17,306,141
541990 ALL OTHER PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES	\$ 16,997,193
541712 RESEARCH AND DEVELOPMENT IN THE PHYSICAL, ENGINEERING, AND LIFE SCIENCES (EXCEPT BIOTECHNOLOGY)	\$ 9,747,367





**U.S. Department of Transportation**  
Office of Small and Disadvantaged Business Utilization

# **HOW TO FIND DOT PROCUREMENT OPPORTUNITIES**



**U.S. Department of Transportation**  
Office of Small and Disadvantaged Business Utilization

## PROCUREMENT FORECAST

- PROCUREMENT OPPORTUNITIES OVER SIMPLIFIED ACQUISITION THRESHOLD (\$250,000), PUBLIC LAW 100-656
- FY20 and FY21
- SNAPSHOT OF DOT PROCUREMENT OPPORTUNITIES

[BETA.SAM.GOV](https://beta.sam.gov)

- CONTRACT DATA REPORTS (FORMERLY FEDERAL PROCUREMENT DATA SYSTEM(FPDS) REPORTS)
- CONTRACT OPPORTUNITIES (FORMERLY FEDERAL BUSINESS OPPORTUNITIES (FBO))



# U.S. Department of Transportation

## Office of Small and Disadvantaged Business Utilization

### SAMPLE OF FORECAST OPPORTUNITY

Office of Small and Disadvantaged Business Utilization | Procurement Forecast Opportunity

https://www.transportation.gov/content/procurement-forecast-opportunity-3...

Transportation.gov  
U.S. Department of Transportation

Search DOT site

About DOT | Our Activities | Areas of Focus

OSDBU Home | Home > Resources > Partners > Small Business > Procurement Assistance > Forecast

Procurement Assistance | Search | View all opportunities

Resources Near You

OSDBU Programs

DBE Program

Small Business Tools

News and Events

About Us

Procurement Office	FHWA - Western Federal Lands Highway Division
Procurement Category	Construction
Estimated Value	\$500,000-\$1 million
Competition Type	To be determined
RFP Quarter	1st QTR
RFP Fiscal Year	2019
NAICS	237 310
Sequence Number	2019-007
Description	Road/Highway construction project. WA FS ERFO 2016(1)-20(4). Snoqualmie Repairs 2016
Contact Name	WFL Acquisitions
Email	wfl.acquisitions@dot.gov
Phone	(360) 619-7520
Is this a follow-on to a current 8(a) contract?	No

Submit Feedback >

10:12 AM 5/1/2019





**U.S. Department of Transportation**  
Office of Small and Disadvantaged Business Utilization

# RESOURCES NEAR YOU



**U.S. Department of Transportation**  
Office of Small and Disadvantaged Business Utilization

## **Small Business Transportation Resource Centers (SBTRC)**

- Network of grantees (11) across the country
- Business counseling - market research, training, certification, and procurement technical assistance
- Administer the USDOT Bonding Education Program (BEP)





**U.S. Department of Transportation**  
Office of Small and Disadvantaged Business Utilization

## **SBTRC REGIONS**

- Central Region (AR, IA, KS, MO, MS) Based in Little Rock, Arkansas
- Great Lakes Region (IL, IN, MI, MN, OH, WI) Based in Chicago, Illinois
- Gulf Region (LA, NM, OK, TX) Based in Dallas, Texas
- Mid Atlantic Region (DE, MD, NJ, PA) Based in Philadelphia, Pennsylvania
- Mid South Atlantic Region (GA, SC, TN) Based in Atlanta, Georgia
- Northeast Region (CT, MA, ME, NH, NY, RI, VT) Based in New York, New York
- Northwest Region (AK, ID, MT, OR, WA) Based in Seattle, Washington
- South Atlantic Region (D.C. Metro Area, VA, NC, KY, WV) Based in Durham, North Carolina
- Southeast Region (AL, FL, PR, USVI) Based in Miami, Florida
- Southwest Region (AZ, CA, HI, NV) Based in Sacramento, California
- West Central Region (CO, ND, NE, SD, UT, WY) Based in Denver, Colorado





**U.S. Department of Transportation**  
Office of Small and Disadvantaged Business Utilization

## RESOURCES

- ▶ [DOT-OSDBU – WWW.TRANSPORTATION.GOV/OSDBU](http://WWW.TRANSPORTATION.GOV/OSDBU)
- ▶ [SMALL BUSINESS TRANSPORTATION RESOURCE CENTERS](#)
- ▶ [US SMALL BUSINESS ADMINISTRATION \(SBA\)](#)
- ▶ [SBA WOSB PROGRAM CERTIFICATION INFORMATION](#)
- ▶ [DYNAMIC SMALL BUSINESS DATABASE](#)
- ▶ [SAM.GOV](http://SAM.GOV)
- ▶ [BETA.SAM.GOV](http://BETA.SAM.GOV)
- ▶ [PROCUREMENT TECHNICAL ASSISTANCE CENTERS \(PTAC\)](#)



## U.S. Department of Transportation

Office of Small and Disadvantaged Business Utilization

For more information about [OSDBU](#):

Main number

202.366.1930

General Inquiries

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# LaJuene Desmukes

U.S. Department of Commerce

Office of Small and Disadvantaged Business Utilization Director







# **U.S. Department of Commerce**

**Helping to create the  
conditions for economic  
growth and opportunity**



**Our acquisition community continually seeks out small businesses to gain access to—**

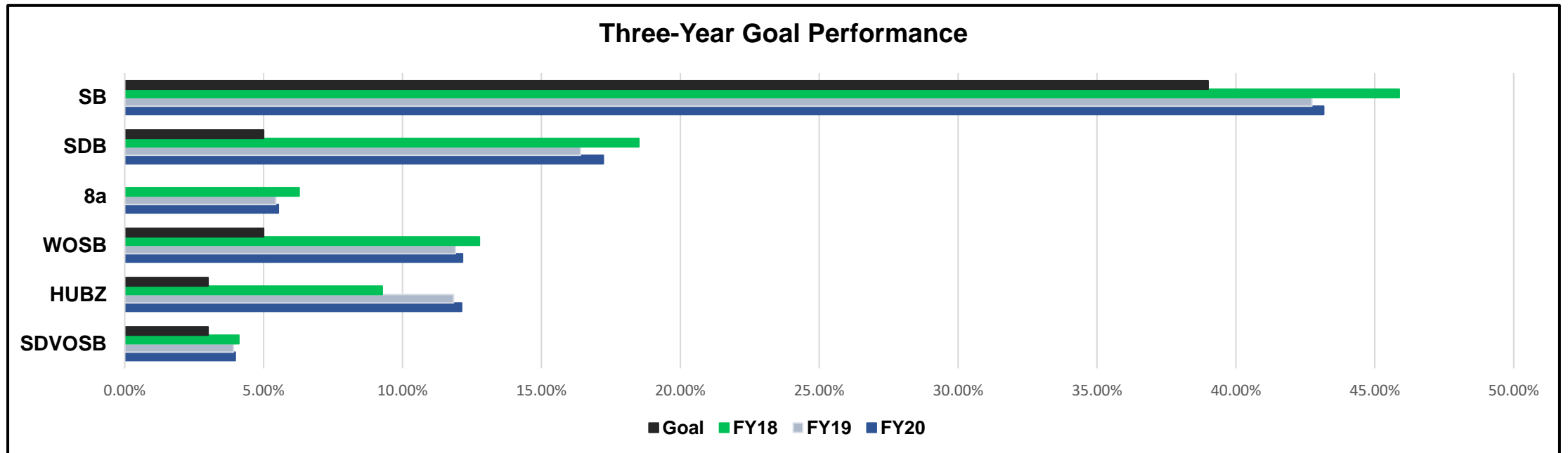
**Innovative Ideas**

**Effective  
Solutions**

**Reasonable  
Pricing**

**Customer  
Service**

# Partnering with Small Businesses: Successful Track Record



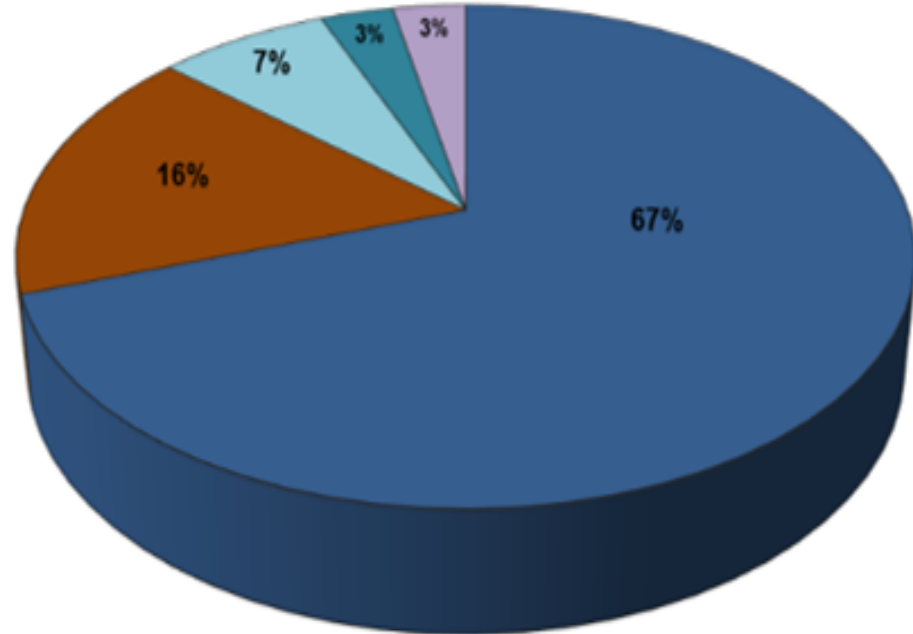


**Minority  
Businesses  
Are  
Important  
to the U.S.  
Economy  
and Job  
Growth**

**Department of Commerce Procurement  
Awards to Asian American and Pacific  
Islander Businesses—**

	FY 2018	FY 2019	FY 2020
Small Business	\$172,033,127	\$156,392,642	\$180,643,166
Other Than Small Business	\$23,396,134	\$25,230,027	\$29,660,318
Total Obligation	\$195,429,261	\$181,622,670	\$210,303,484
Number of Small Businesses	861	730	707

# FY 2020 Spend By NAICS Code



■ 54 - Professional, Scientific, and Technical Services

■ 51 - Information

■ 33 - Manufacturing (Mainly Computer Electronics)

■ 56 - Administrative and Support Services

■ 23 - Construction

# Top Product Service Codes for AAPI Small Businesses

**R799** Support-Management: Other

**R425** Support-Professional: Engineering/Technical

**D318** IT and Telecommunication-Integrated...

**R408** Support-Professional: Program Mgmt/Support

**D321** IT and Telecommunication-Help Desk

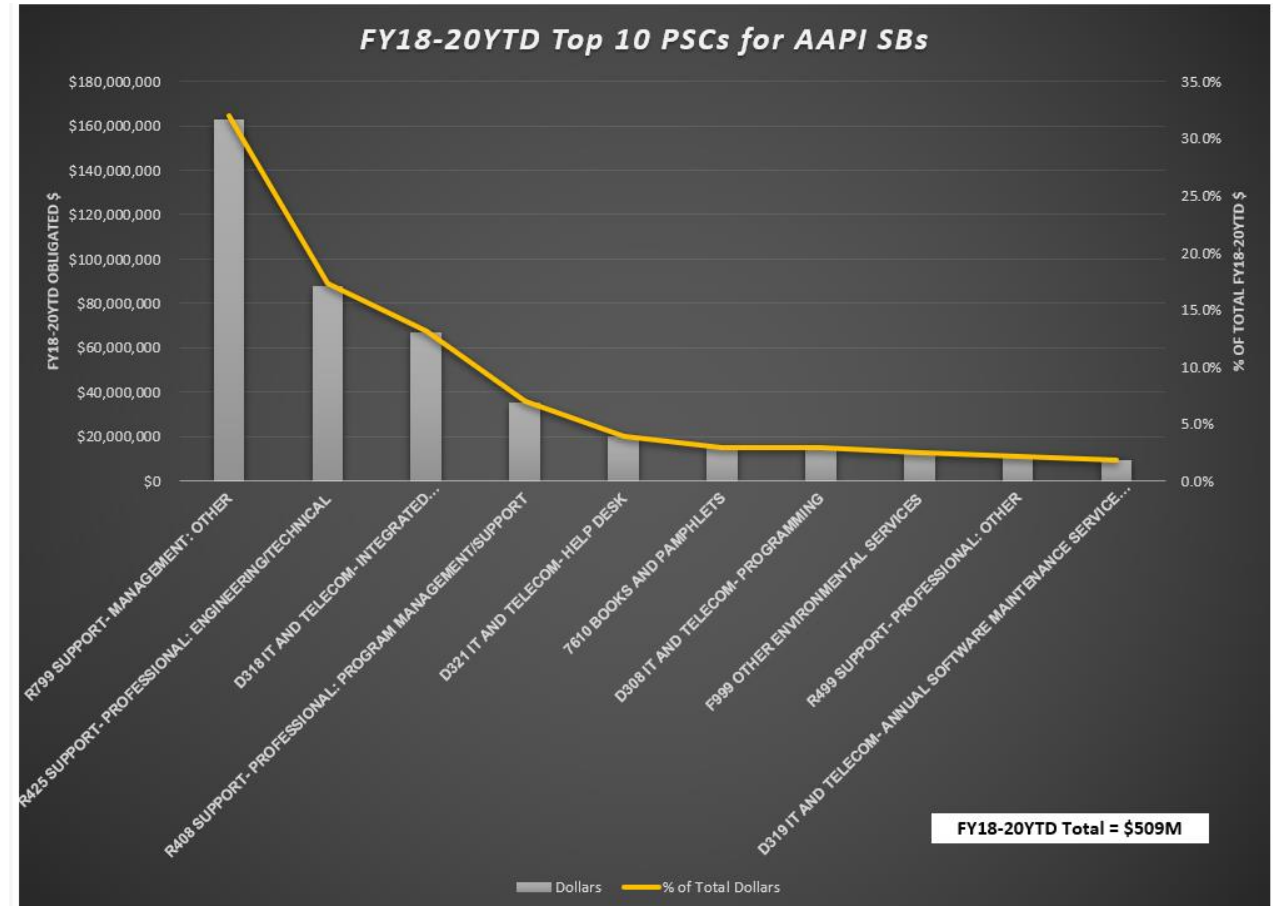
**7610** Books and Pamphlets

**D308** IT and Telecommunication-Programming

**F999** Other Environmental Services

**R499** Support-Professional: Other

**D319** IT and Telecommunication-Annual Sftw Mtn





# How We Engage Small Businesses

- **Publicize Two-Year Forecast of Contract Opportunities;**  
<https://www.commerce.gov/work-with-us/grants-and-contract-opportunities>
- **Publicize market research activities (e.g., sources sought notices, special notices);**  
[www.beta.sam.gov](http://www.beta.sam.gov)
- **Host pre-solicitation conferences (e.g., Industry Day) to discuss strategy and time schedule for specific acquisitions; and**
- **Invite small businesses to meet one-on-one with program and acquisition personnel.**

# Vendor Engagement

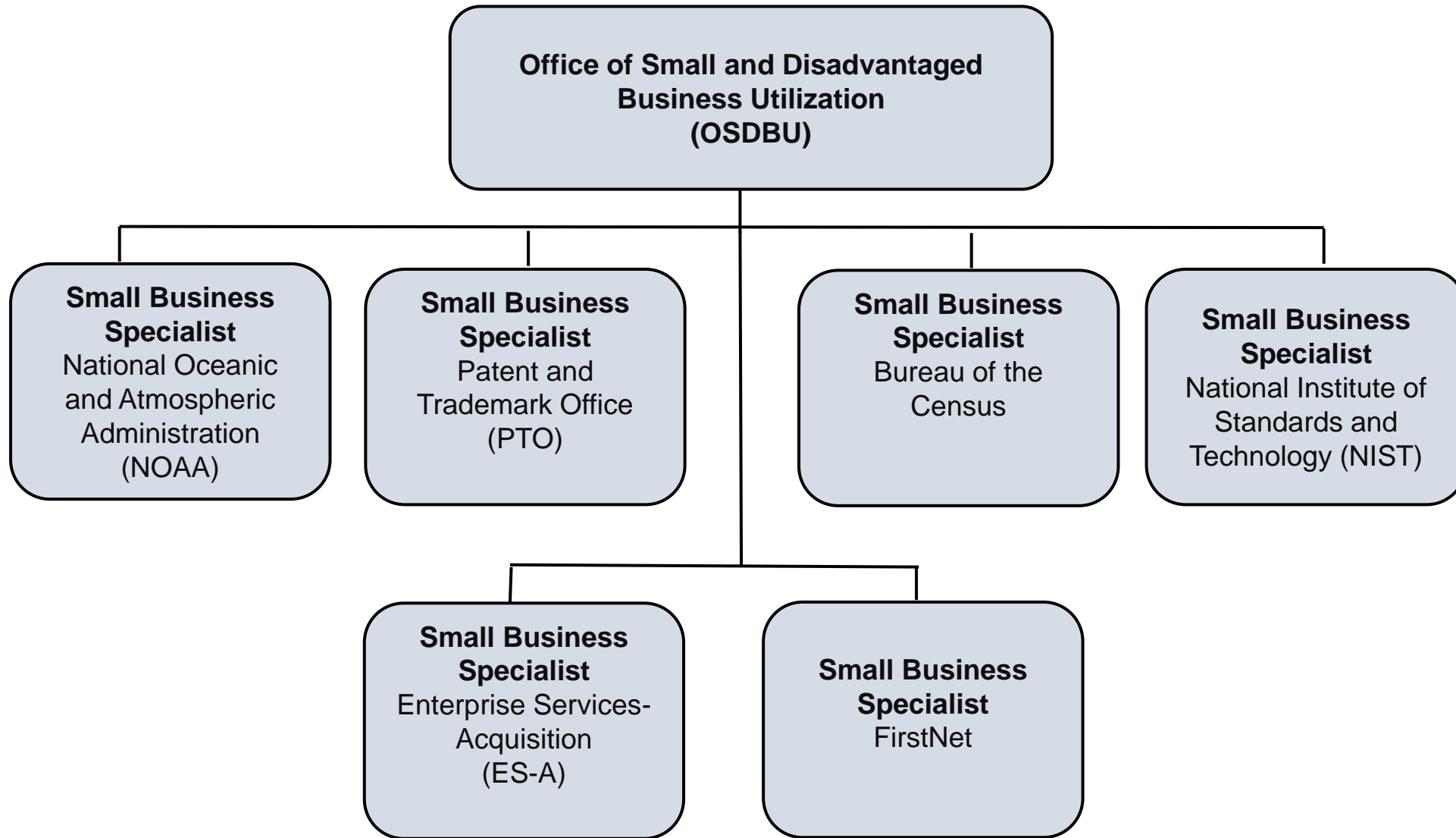
- Respond to market research notices.
  - Market research phase is the best opportunity to gather information about the procurement and develop strategies to compete and win the contract, and to perform the contract to the satisfaction of the agency.
  - The level of small business participation (i.e., number of interested vendors that respond and quality of submissions to market research notices are very influential to making a set-aside decision.
- Bring your subject matter expert(s) to agency market research meetings.



# **The Office of Small and Disadvantaged Business Utilization (OSDBU)**

The OSDBU and the bureau small business specialists (SBS) are advocates and available to help.





# SBS Contact Information

- OSDBU: Yvonne Vines; [yvines@doc.gov](mailto:yvines@doc.gov)
- NOAA: Jeffrey Hale; 301-628-1411; [jeffrey.hale@noaa.gov](mailto:jeffrey.hale@noaa.gov)  
Natalie Colbert; 301-628-1363; [natalie.colbert@noaa.gov](mailto:natalie.colbert@noaa.gov)
- PTO: Portia Deans; 571-272-7120; [portia.deans@uspto.gov](mailto:portia.deans@uspto.gov)
- Census: Sean Kinn; 301-763-1822; [sean.kinn@census.gov](mailto:sean.kinn@census.gov)
- NIST: Jo-Lynn Davis; 301-975-6337; [jo-lynn.davis@nist.gov](mailto:jo-lynn.davis@nist.gov)
- Enterprise Services: Dawn Gresham; 202-482-7881; [dgresham@doc.gov](mailto:dgresham@doc.gov)
- FirstNet: Kristian Jovanovic; 571-665-6041;  
[Kristian.jovanovic@firstnet.gov](mailto:Kristian.jovanovic@firstnet.gov)

# **Summary**

**Key take away—**

- **Monitor DOC's market research notices and activities.**
- **Respond to DOC's market research requests.**





**Ben Raju**

**U.S. Small Business Administration  
Los Angeles District Office Director**



**White House Initiative on  
Asian Americans and Pacific Islanders**



U.S. Small Business  
Administration

The SBA works to ignite change and  
spark action  
so small businesses can confidently



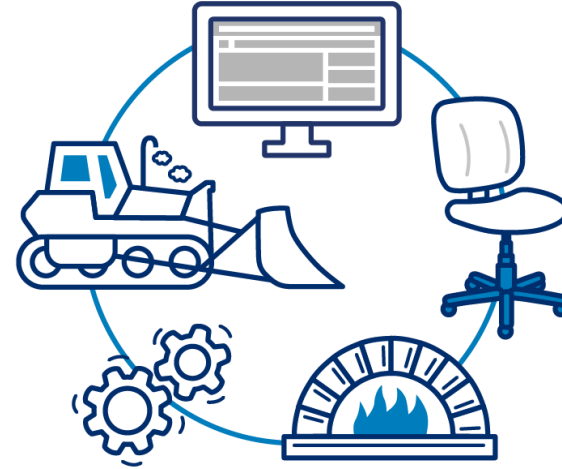
**START • GROW • EXPAND •  
RECOVER**



# How Can an SBA-backed Loan Help You?



- Launch, grow, start or purchase a small business
- Access revolving credit or working capital for day-to-day expenses
- Export a product or service



- Purchase, renovate, or expand facilities
- Purchase inventory, equipment, or machinery
- Purchase land or real estate

# SBA Loan Programs



504 Loan



7(a) Loan



Microloan



Community  
Advantage  
Loans



International  
Trade Loans

# Lender Match



Find an SBA-approved lender that's right for you by visiting

[SBA.gov/lendermatch](https://SBA.gov/lendermatch)



# Are You Ready to Consider Federal Contracting?



The world's largest customer, buying all kinds of products & services



Required by law to provide contract opportunities to small businesses



Evaluate your readiness & learn more by visiting

[SBA.gov/contracting](https://www.sba.gov/contracting)

Determine eligibility at

[certify.SBA.gov](https://certify.sba.gov)



# Qualify for Federal Contracts with Certifications



The SBA works with federal agencies to award at least 23% of all prime government contracting dollars each year to small businesses that are certified with the **SBA's contracting programs**. Programs include:

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8(a) Business  
Development  
Program

---

Historically  
Underutilized  
Business  
Zones  
(HUBZone)  
Program

---

Women-Owned  
Small Business  
(WOSB)  
Program

---

Service-  
Disabled  
Veteran-  
Owned  
Program

Learn more and determine your eligibility at  
[certify.SBA.gov](https://certify.sba.gov)

## 8(a) Business Development Program



**Access to business development support**

**Build capacity and grow through contracts**

**Nine-year program available once per lifetime**



# Historically Underutilized Business Zone (HUBZone) Certification



**Stimulate capital  
investment**

**Build capacity and grow**

**Access HUBZone set-  
aside contract dollars**

# Women-Owned Small Business (WOSB) Program



**Take advantage of annual prime contracting goals**

**Build capacity and grow**

**Access set-asides for WOSB and EDWOSB**

# Service-Disabled Veteran-Owned Small Business Program (SDVOSB)



**Qualify for set-aside opportunities**

**Build capacity and grow**

**Establish joint ventures**



# The SBA Resource Partner Network

Access the right tools at the right time—wherever you are.



Approved and  
funded by the SBA



1,400+ partner  
offices nationwide



Find local resource  
partners near you at  
[SBA.gov/local-  
assistance](https://www.sba.gov/local-assistance)



# Which Resource Partners are Right for You?

## Small Business Development Centers:

- **Free business consulting** to get started or grow
- **Low-cost training** on crucial topics

## Women's Business Centers:

- **Comprehensive training and counseling** on a variety of topics in several languages
- **Business advice** to level the playing field against unique challenges or obstacles



U.S. Small Business  
Administration

## Veteran Business Outreach Centers:

- **Counseling or transition assistance**
- **Training and advice** to start or grow your business, or purchase a new business
- **Resource referrals**

## SCORE Mentors:

- **Mentorship and advice** from volunteer real-world business executive
- **Free online workshops** and webinars

**For a comprehensive list of SBA's  
Coronavirus Recovery Resources and  
for more information, visit**

**[sba.gov/coronavirus](https://sba.gov/coronavirus)**

**For SBA's Coronavirus Recovery  
Resources in different languages visit**

**[sba.gov/coronavirus-recovery-information-  
other-languages](https://sba.gov/coronavirus-recovery-information-other-languages)**



# Helpful Resources

For Resource Partner assistance for small businesses:

[sba.gov/local-assistance](https://www.sba.gov/local-assistance)

SBA Disaster Recovery:

[www.sba.gov/disaster](https://www.sba.gov/disaster)

SBA Coronavirus Recovery Resources:

[sba.gov/coronavirus](https://www.sba.gov/coronavirus)

## Los Angeles District Office

[sba.gov/ca/la](https://sba.gov/ca/la)

213-634-3855

[lado@sba.gov](mailto:lado@sba.gov)



**@SBA\_Los Angeles**

# QUESTION & ANSWER



White House Initiative on  
Asian Americans and Pacific Islanders

# THANK YOU!



@WhiteHouseAAPI  
#WHA API



White House Initiative on  
Asian Americans and Pacific Islanders